

**REMARKS**

The Office Action requires Applicants to elect one of the following inventions for further prosecution on the merits:

Group 1: Claims 1-16, 19-25, 26-27, drawn to a method of selecting one or more colors and system having a plurality of computer executable steps to implement and control a color selection; or

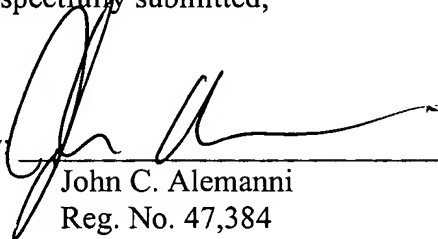
Group II: Claims 17-18, drawn to a method of marketing color, including contract with associated costs and terms.

Applicant hereby elects Group I, Claims 1-16, 19-25, and 26-27 for further prosecution on the merits.

Respectfully submitted,

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By



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